

APRIL ARTICLE

CONTACT:

MAKE EVERY DAY EARTH DAY

April 22 marks the 37th anniversary of Earth Day, a day to celebrate the beauty of nature, and to renew or review our personal commitment to leaving the Earth livable for the next generation.

What is Earth Day really and how did it get started? Earth Day was founded on April 22, 1970 by Senator Gaylord Nelson of Wisconsin. In 1963, after years of concern that the state of the environment was essentially a non-issue in the politics of the country at the time, Senator Nelson took a national conservation tour with President Kennedy. This was during the height of the Vietnam war, and "sit-ins", "teach-ins" and protests against the war were drawing attention across the country, and Senator Gaylord had the idea to stage a similar nationwide grassroots protest against the degradation of the environment. In the fall of 1969, he announced the demonstration would be the following spring and invited everyone to participate.

After a lengthy article in the *New York Times* detailing the rising number of environmental events that were already planned for "Earth Day," the grassroots movement really caught fire and on April 22, 1970, more than 20 million demonstrators participated across the country in hopes of bringing environmental awareness to the limelight and once and for all, make the planet a priority.

This year, in honor of Earth Day **[your community here]** will be celebrating/hosting **[activities, etc. here]**

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